

ANDEAN TRADE CAPACITY BUILDING

APRIL 2012



Bruno Merchor, Director of the National Inventions Directorate, Hebert Tassano, INDECOPI Chairman; USAID/Facilitando Comercio's Elena Conterno, Chief of Party, and Catherine Escobedo, IP Component Leader, at the inauguration of the exhibition of inventions.

Partners:

Bolivia: FUNDES Bolivia.

Colombia: Superintendence of Industry and Commerce (SIC) and Colombian Customs.

Ecuador: BASC Ecuador

Peru: Ministry of Labor and Employment Promotion, Ministry of Trade and Tourism, Judicial System, and Intellectual Property Rights Institute.

Implementing Partners: DAI/Nathan Group, Inc.

Trade is beginning to transform Andean economies and has the potential to continue driving economic growth and poverty reduction. USAID's Andean Trade Capacity Building Program (ATCBP) enhances the technical capacities of Andean countries to take part in trade negotiations, implement the rules of trade, and seize economic development opportunities offered by international trade. In 2003, the United States initiated free trade agreement (FTA) negotiations with three Andean countries – Colombia, Peru and Ecuador—and invited Bolivia to be an observer. While negotiations with Ecuador were suspended, the U.S. Government signed FTAs with Colombia and Peru. The U.S.-Peru Trade Promotion Agreement (PTPA) entered into force on February 1, 2009. Later, the U.S.-Colombia FTA was ratified by Congress on October 12, 2011. USAID's ATCBP has made important contributions toward strengthening awareness and enforcement of intellectual property rights, labor rights, and standards compliance in the Andean region.

Bolivia: USAID works with the Bolivian private sector to improve the quality of its management and productive processes and to increase its competitiveness. USAID supports Bolivia's Fundación para el Desarrollo Sostenible (FUNDES) in the promotion of Intellectual Property (IP) rights among small and medium enterprises in La Paz, Cochabamba, El Alto, and Santa Cruz. To kick off this effort, a workshop was held to introduce the concept and explain the benefits that registering IP can have to Medium, Small, and Micro Enterprises (MSMEs). USAID cooperated with the Chamber of Exporters of Santa Cruz in developing training in Trade Facilitation Practices. In addition, plans are being developed to work with the National Chamber of Industries and the National Chamber of Bio Trade to certify enterprises that meet international trade standards.

Colombia: Support to the Superintendence of Commerce & Industry (SIC) continues. In the past year a number of cases were resolved including: 1,743 trademarks disputes, 112 backlogged patent applications, and 339 industrial design submissions. Two new projects were designed and will begin in January 2012. USAID Facilitando Comercio is also providing support to SIC in developing the processes that will enable them to offer services through regional Chambers of Commerce around Colombia.

With regards to Colombian crafts, legal work for 20 communities has been completed and 342 members of 20 artisan communities have

been trained on norms regarding collective brands and appellations of origin. Since February 2012, assistance has been provided by USAID/Colombia in areas that support implementation of the US-Colombia Free Trade Agreement.

Ecuador: Assistance is provided in partnership with the Business Alliance for Secure Commerce (BASC) to contribute to the U.S. National Strategy for Global Supply Chain Security, which promotes the efficient and secure movement of goods and fosters a global supply chain system that is prepared for evolving threats, and can recover rapidly from disruptions. Additionally, support will be provided to consolidate Ecuador's international reputation for high-quality cacao.

Peru: USAID continues to support to the Ministry of Labor's efforts to expand its inspection capacity and institutionalize its procedures through activities that strengthen the monitoring and information system of its Inspection Service. The Agency continues to support training for judges on the new Labor Procedural Law, as well as the design of a monitoring and evaluation system for labor judges. Separate assistance to INDECOPI (Peru's entity that regulates IP rights) helps them to implement the Patent Treaty and the Trademark Treaty. USAID participated as co-sponsor of the 10th National Inventions Contest. To improve coordination and transparency among regulatory bodies in Peru, USAID provided assistance to the Ministry of Foreign Trade and Tourism (MINCETUR) to inventory all technical regulations to meet World Trade Organization requirements and pre-implementation obligations of the PTPA. USAID also helped MINCETUR develop a web portal with detailed information about its technical regulations, which is searchable by tariff line, product description, and enforcement agency. The portal will be useful for companies importing products into Peru and also for national producers looking for information on export-related product standards in Peru.



In the 2007/08 season, Sunshine was the largest Peruvian mango exporter with 15% of all exports. Sunshine continues to grow in the frozen and organic mango higher-value segments with sales of tropical products in 2008 of more than \$16M. The Small Enterprise Assistance Fund's Fondo Trasandino Peru has a principal position in the tropical fruit company, Sunshine Exports.



The Andean Countries Cacao Support Opportunities activity improves cacao value chains in the four Andean countries and enhances competitiveness and productivity of small and medium cacao producers.